



Main Street Quarterly Report

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Downtown Reinvestment Grant

April 15 – Downtown Masterclass

- Educate businesses within the new TIRZ 1 boundary on the Downtown Reinvestment Grant and Historic Tax Credits

Downtown Reinvestment Grant Pipeline Stage	
5% - Lead	2
10% - Awaiting Application	15
100% - Under Construction	2
TOTAL	19

FY 24/25 Tax Increment Reinvestment Zone Number One (Downtown) Grants								
Owner/Business	Address	Type	Amount	DEDC	TIRZ	Council	Construction	Reimbursement
Green Eggs and Ham LLC	116 W. Oak	Fire Suppression	\$50,000.00	X	X	X	X	
The Plot Twist	227 W. Oak	Sign/Interior Improvements	\$35,000.00	X	X	X	X	X
380 Incentive Grant								
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$1,076,366.00	X	X	X	X	
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$544,503	X	X	X	X	
		TOTAL	\$1,705,869.00					

Downtown Opening & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
April-June				
Vinyl Lounge		X		7
Ironwood Axe Throwing		X		4
Mellow Mushroom		X		20
La Mexicana *Reopen	X		7	
Susie's Snack Shop		X		3
Denton Yarn Works	X		3	
Blind Fox Food Truck (DCBC)		X		2
Cheech and Chongs Apothecaria	X		5	
Horse's Axe		X		7
TOTAL	3	6	15	43

Q3 Business Retention, Expansion & Recruitment

11

Business
Retention &
Expansion Visits

3

Developer/New
Business Visits

5

Business Closure
Outreach

5

*New weekly
goal for
Recruitment

5

Active Business
Support
Requests

Support Downtown small businesses by increasing knowledge of available grant programs:

- National Trust for Historic Preservation: Backing Historic Small Restaurants
- Performing Arts Funding Grant
- Farmers Market Promotional Grant
- Texas Art Plan Grant

Top Reasons for Closures:

1. Personal/Family Matters
2. Location
3. Zoning

Downtown Engagement

April 17 – Downtown Safety Meeting

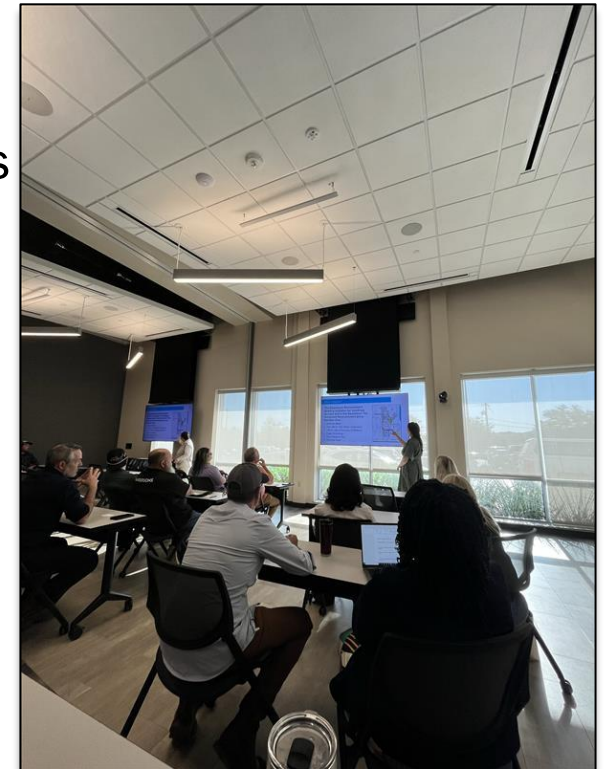
- Partnered with Community Services, DPD, and the Downtown Ambassadors to review the needs of the community

April 29 – Public Improvement District (PID) Feedback Meeting

- 2nd meeting with Downtown Property owners to discuss the potential creation of a Downtown Public Improvement District
- Based on their feedback, we will not pursue the creation of a PID at this time

May 16 – Downtown Halloween Town Hall

- Invited Downtown property and business owners, along with Parks and Rec, and the City of Denton's Marketing team, to explore how businesses can participate in the City's 31 Days of Halloween



Training & Highlights

April 25 – Texas Downtown Associations Downtown Roundtable, Corsicana, TX

- Focus: Partnerships in Art

June 9-12 – Texas Main Street Retreat

Downtown Lowdown Launch

- Downtown Newsletter featuring business anniversaries, available properties, Downtown businesses in the news

Nationally Accredited Main Street Program

- Recipients must demonstrate excellence in leadership, strategic programming, preservation based economic development, and measurable community impact.



DOWNTOWN LOWDOWN



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Questions?
